## Training Proposal for:

# Professional Career Institute dba PCI College
## Agreement Number: ET12-0224

Panel Meeting of: **December 16, 2011**

ETP Regional Office: **North Hollywood**       Analyst: M. Reeves

## PROJECT PROFILE

| | | | |
|---|---|---|---|
| Contract Type: | New Hire | Industry Sector(s): | Services |
| | SET/MB - New Hire | | Manufacturing |
| | | | Technology/IT |

| | | | |
|---|---|---|---|
| Counties Served: | Los Angeles, Orange | Repeat Contractor: | ☒ Yes ☐ No |
| Union(s): | ☐ Yes ☒ No | Priority Industry: | ☒ Yes ☐ No |

| Turnover Rate % | Manager/ Supervisor % |
|---|---|
| ≤20% | ≤0% |

## FUNDING DETAIL

| Program Costs | Support Costs | Total ETP Funding | | In-Kind Contribution |
|---|---|---|---|---|
| $338,000 | $32,435 | $370,435 | | $0 |

## TRAINING PLAN TABLE

| Job No. | Job Description (by Contract Type) | Type of Training | Estimated No. of Trainees | Range of Hours | | Average Cost per Trainee | Post-Retention Wage |
|---|---|---|---|---|---|---|---|
| | | | | Class / Lab | CBT | | |
| 1 | New Hire | Business Skills, Computer Skills | 40 | 24 - 260 | 0 | $5,699 | $12.81 |
| | | | | Weighted Avg: 260 | | | |
| 2 | SET/MB-New Hire | Business Skills, Computer Skills | 25 | 24 - 260 | 0 | $5,699 | $12.81 |
| | | | | Weighted Avg: 260 | | | |

**Minimum Wage by County:** $12.81 per hour for Los Angeles and Orange counties.

**Health Benefits:** ☒ Yes ☐ No    This is employer share of cost for healthcare premiums – medical, dental, vision.

**Used to meet the Post-Retention Wage?:** ☐ Yes ☐ No ☒ Maybe

Participating employers may use health benefits to meet the Post-Retention Wage.

| Wage Range by Occupation | |
|---|---|
| Occupation Title | Wage Range |
| Office/Administrative Support Worker | |
| Computer System Support Worker | |

## INTRODUCTION

In this proposal, Professional Career Institute dba PCI College (PCI) seeks funding for New Hire training as outlined below:

Founded by Ray Khan in 1996 as a computer and networking technology training center, PCI currently offers courses in office management, medical assisting, computer system technology, dental assisting, medical billing/coding, ultrasound and vascular technician training, and sonography. PCI campuses are located in Cerritos (main) and Gardena (satellite). PCI accepts private students and students referred through employers and the Workforce Investment Act (WIA) system in Southern California. PCI is approved by the Bureau of Private Postsecondary Education and qualifies for ETP funding as a training agency.

PCI is requesting ETP funding to train unemployed individuals seeking new skills to improve their prospects for employment.

## PROJECT DETAILS

PCI has conducted assessments at both the industry level and the employer level to identify specific occupations and skills that are currently in demand. Their job placement department identifies employers for potential placement and surveys these employers to determine the Job

skills in demand by employers.  Based on the survey data, PCI has determined that employers are seeking individuals with the skills to handle multiple administrative tasks involving bookkeeping software, accounting principles, inventory and customer tracking, and information technology.

As a result of the ongoing economic downturn,  the employers targeted for this project face challenging industry pressures and have expressed a need for new employees that are well trained and prepared to work from the date of hire.  Participating employers will primarily be small businesses in the service and manufacturing industries that are looking to hire office and information technology professionals.

PCI has crafted a comprehensive training program designed to meet current employer needs. In addition, PCI's advisory group will review course content, evaluate student outcomes, and make recommendations for improvement, as necessary.

**Business Skills** training is intended to equip office/administrative trainees with the skills to work independently in most office settings.  Trainees will learn how to analyze data, handle customer accounts, payroll systems, and manage multiple projects.

**Computer Skills** training will provide trainees with a strong foundation for managing documents, accounting software, spreadsheets, and presentation software.  In addition, more advanced computer skills training in network infrastructure, servers, and security will prepare information technology trainees with the skills to support and manage operating systems.

## Marketing and Support Costs

PCI has a longstanding relationship with the One-Stop Career Center system and recruits through the various One-Stop centers and Workforce Investment Boards throughout Los Angeles County.   PCI also recruits through advertising and other outreach activities. Prospective trainees are interviewed and assessed to insure that program participants benefit fully from the training.  They also provide job search/placement support services for program graduates.  Employers are identified through surveys, outreach activities, and referrals from companies who have hired previous PCI graduates.

PCI seeks full support costs to fund extensive marketing efforts and the recruitment of trainees and participating employers.   Panel regulation allows Support Costs of up to 12% for recruitment, assessment, and job placement for new-hire multiple employer contracts.  Staff believes 12% Support Costs are justified in this proposal for the reasons set forth above.

## Tuition Reimbursement

In accordance with Title 22, California Code of Regulations (CCR), Section 4412.1, PCI represents that students enrolled in the ETP-funded program will not be charged tuition, fees, or any other costs associated with training.  This representation will be made a condition of the Agreement.

## Special Employment Training

Under SET, the participating employer is not required to demonstrate out-of-state competition. To qualify under SET, trainees must be earning at least the statewide average hourly wage at the end of the retention period.  (Unemployment Insurance Code 10214.5.  (Title 22, CCR, Section 4409(a).)

Trainees in Job Number 2 have two or more barriers to employment (e.g., mental or physical disability, limited English proficiency, limited math skills). Theses trainees lack significant work experience, have minimal job skills training, and are not equipped to fully participate in the labor force.  As such these trainees may receive the ETP New Hire Minimum Wage post-retention. (Title 22, CCR, Section 4409(a)(7).)

## RECOMMENDATION

For the reasons set forth above, staff recommends approval of this proposal.

## PRIOR PROJECTS

The following table summarizes performance by PCI under an ETP Agreement that was completed within the last five years:

| Agreement No. | Location (City) | Term | Approved Amount | Payment Earned |
|---|---|---|---|---|
| *ET08-0114 | Cerritos | 07/03/07 – 07/02/09 | $351,618 | $226,272 (64%) |

*ET08-0114 - This Agreement was initially approved in the amount of $134,568 to train and place 30 New Hire trainees (Phase I).  PCI earned 100% of the original Phase I funding.  In June 2008, the Panel approved an Amendment in the amount of $217,050 to train and place an additional 50 New Hire trainees (Phase II).  The Contractor states that following the approval of Phase II funding, there was not sufficient time remaining in the contract term to complete all of the planned training.

## DEVELOPMENT SERVICES

PCI retained Steve Duscha Advisories in Sacramento to assist with development of this proposal for a flat fee of $10,000.

## ADMINISTRATIVE SERVICES

N/A

## TRAINING VENDORS

N/A

## Exhibit B:  Menu Curriculum

### Class/Lab Hours

24 - 260          Trainees may receive any of the following:

### BUSINESS SKILLS
- Accounting
- Payroll systems
- Managing projects
- Managing customer accounts
- Analyzing and using data
- Career development

### COMPUTER SKILLS
- Accounting software
- Database software
- Managing computer systems
- Managing documents
- Using applications
- Creating and using spreadsheets
- Making presentations
- Setting up and managing e-mail
- Managing operating systems
- Using accounting and bookkeeping software
- Career development
- User support
- Network servers
- Network infrastructure
- Network security and support

Note:  Reimbursement for new hire training is capped at 260 total training hours per trainee.